

ETA to Continue Partnerships for Hyperlinks

The Office of Electronic Tax Administration (ETA) is completing its IRS *e-file* Partnerships page for Filing Season 2000 (Tax Year 1999), and is providing hyperlinks from this web page to the Partners' web pages. This is being done in order to bring free or very affordable, convenient, user-friendly electronic filing and tax-related services either directly to individual taxpayers or indirectly to them through tax professionals, financial institutions, and employers. Hyperlinks are being provided to Partners selected as a result of this past year's Requests for Agreements (RFAs) to on-line tax preparation software firms (Project 2) and to organizations willing to undertake cooperative marketing (Project 4). For information on prior RFAs and on the content of a typical Hyperlink Memorandum of Agreement (MOA), see the IRS Procurement web site's RFA page. Hyperlinks are also being provided to companies selected for ETA's alternative payments program as a result of the "ETA PAY" solicitation.

ETA is now considering additional organizations that are willing to offer free or very affordable electronic filing or internet-based, tax-related products or services for individual taxpayers in exchange for a hyperlink from the IRS web site. A research, evaluation, and selection process for this purpose will be ongoing until ETA has entered into a total number of partnerships that it can reasonably manage for Filing Season 2000. ETA is currently evaluating organizations that have expressed interest in these partnerships. Prospective partners who believe they can qualify, under the evaluation factors and mandatory requirement described below, should e-mail Mr. Frank Montero at frank.L.montero@m1.irs.gov or send a fax to him at 202-283-4829 as soon as possible. Include a brief description and complete pricing details for your electronic filing or internet-based, tax-related product or service for individual taxpayers, and identify your web site and the name, e-mail address, fax and voice numbers for a person authorized to negotiate an MOA.

Hyperlink Agreement Evaluation Factors

1. Whether the organization already is or can become an Authorized IRS *e-file* Provider in time to participate in the 2000 (tax year 1999) filing season, and is offering free or low-priced electronic filing for individual taxpayers via the Internet.

OR

Whether the organization is offering a very affordable internet-based, e-file-related product or service for individual taxpayers.

2. The length of time the organization has had successful experience in the product or service. The IRS's preference is that the organization has had successful experience for one year or more prior to the 2000 filing season.

3. The degree to which the organization's web site is currently operating, no longer in development, and ready to be linked to the IRS web site.

Mandatory Requirements

The organization must agree to track and report the number of unique visitors to the its web site via the hyperlink from the IRS web site.